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## ORDER

Print Date 10/31/12

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Flight Dates 11/01/12-11/06/12

Contract / Revision 316369 /

Original Date / Revision  
10/30/12 10/30/12

Advertiser National Republican Senato

Agency Nebo Media Inc

Buying Contact

P O Box 3775  
Washington, DC 20027

Product

Issue. NRSC 2012 10.31-11.6.12

Agency Com 15%

Billing Contact

P O Box 3775  
Washington, DC 20027

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # NRSC 2012

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	50	\$75,565.00	\$88,900.00	0.00	10/29/12	11/06/12	50	\$75,565.00	\$88,900.00
Totals	50	\$75,565.00	\$88,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	11/01/12	11/06/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MT- TF- -	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/01/12	11/07/12	MT- TF- -		4		\$225.00		0.00					
N 2	WCPO	11/01/12	11/06/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MT- TF- -	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/01/12	11/07/12	MT- TF- -		4		\$1,500.00		0.00					
N 3	WCPO	11/01/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MT- TF- -	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Contract / Revision 316369 Flight Dates 11/01/12-11/06/12

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:20:00

Advertiser National Republican Senate Product Issue. NRSC 2012 10.31-11. Estimate # NRSC 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	11/01/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MT-TF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	MT-TF--					3	\$1,500.00		0.00			
N 4	WCPO	11/01/12	11/06/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MT-TF--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	MT-TF--					4	\$500.00		0.00			
N 5	WCPO	11/01/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MT-TF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	MT-TF--					4	\$1,000.00		0.00			
N 6	WCPO	11/01/12	11/06/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MT-TF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	M-TF--					3	\$1,000.00		0.00			
N 7	WCPO	11/01/12	11/06/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MT-TF--	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	M-TF--					4	\$650.00		0.00			
N 8	WCPO	11/01/12	11/06/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MT-TF--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	M-TF--					5	\$2,000.00		0.00			
N 9	WCPO	11/01/12	11/06/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MT-TF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	M-TF--					3	\$3,000.00		0.00			
N 10	WCPO	11/01/12	11/06/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MT-TF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	M-TF--					3	\$3,000.00		0.00			
N 11	WCPO	11/01/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MT-TF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	M-TF--					3	\$3,000.00		0.00			
N 12	WCPO	11/01/12	11/06/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MT-TF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	M-TF--					3	\$3,000.00		0.00			
N 13	WCPO	11/01/12	11/06/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	M-----					1	\$8,000.00		0.00			
N 14	WCPO	11/01/12	11/06/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$3,500.00	P-8	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/12	11/07/12	----F--					1	\$3,500.00		0.00			
N 15	WCPO	11/01/12	11/06/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:20:00

Advertiser **National Republican Senate** Product **Issue. NRSC 2012 10.31-11.** Estimate # **NRSC 2012**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WCPO	11/01/12	11/06/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	-----S-					1	\$800.00		0.00			
N16	WCPO	11/01/12	11/06/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	-----S-					1	\$800.00		0.00			
N17	WCPO	11/01/12	11/06/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	-----S					1	\$800.00		0.00			
N18	WCPO	11/01/12	11/06/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	-----S					1	\$3,000.00		0.00			
N19	WCPO	11/01/12	11/06/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	-----S					1	\$3,000.00		0.00			
Totals														50	\$88,900.00